

Mr. LITTLE Medium BIG Merchant

Would YOU Listen to the ADVICE of

John Wanamaker, The Merchant Prince,

If He Talked to YOU About Your Business

"SURE," you say--- and then forget it?

Advice is the cheapest and least valued commodity on the market—except when you buy it from a lawyer or a doctor or an "expert." But John Wanamaker is an expert in his line and YOUR line. He is more than that—he is a practical and shining success. He had brains and energy and nerve to start with. He capitalized all three of them. Most people have brains in some measure and quality; not so many energy; still fewer have NERVE. Maybe you have all three. But, if so, are YOU capitalizing all of them? Is it not just possible that you are actually using only a very small part of either? Wake up!

John Wanamaker is known as the "Merchant Prince," because he has made an extraordinary success of his merchandising business. (No, no; don't whine; he had no more capital or opportunity to start with than have you.) He is also known as "The Greatest Advertiser of Them All." Now, do you think there is any direct connection between the two distinctions? Let Mr. Wanamaker himself answer:

"When my little store closed its doors upon its first day's business, away back in 1861, the sum of \$24.67 was found in the old-fashioned till under the counter," John Wanamaker told the convention of the Associated Advertising Clubs of the World in convention assembled in the good old town of Philadelphia (with the biggest men of the country, including President Wilson, president.) That wasn't a very big start, was it? But did John Wanamaker whine and "sink" the little bit of money? Not a bit of it. Here is what he says he did at the close of that eventful first day that showed Wanamaker's NERVE and DETERMINED HIS FUTURE:

"The 67 cents was left in the till for making change next morning, and the \$24 was taken out and spent with the NEWSPAPERS for advertising to tell the people that my new store was open and doing business, and had a good stock of goods useful to the public."

That is what made John Wanamaker a merchant prince. He had a little stock of goods, a pretty good stock of brains, a large stock of energy and a GREAT BIG STOCK OF NERVE. Most other merchants would have played up their fear and doubt; would have sunk the \$20, left the 50 cents for change and spent 17 cents for advertising—and then complained if the people did not overrun their store as a result of their "advertising campaign."

Is this little story of John Wanamaker's start toward being a Merchant Prince worthy of your consideration? Wake up!

R. L. SANBORN

Tin, copper and sheet iron work. Roof repairs of all kinds. Hand-made stone pipe and eave troughs. Roofing paper and roof painting.

Will give estimates on all work.
Shop, 109 Valerite St. Phone 73 J

EVERY VERMONT BOY

who needs assistance to obtain a college education should communicate at once with Guy Potter Benton, president of the

UNIVERSITY OF VERMONT
AND

STATE AGRICULTURAL COLLEGE

It is made possible for the University to make loans to deserving Vermont students through the Jeudevine Fund established several years ago by a philanthropic Vermonter. Twenty-eight Vermont students were given assistance last year. Write today for full particulars.

GUY POTTER BENTON, President
University of Vermont Burlington, Vermont

BENNINGTON BRIEFS

News of the Town and Village Told Briefly for Busy Readers

Mrs. Edward Williams of San Jose, California, is visiting her sister, Miss Harriet J. Sibley.

Ladies' middies, \$1.25 value on sale for 69 cents at the New York's clean up sale. Adv.

Mrs. Henry German of New York is spending two weeks with Mrs. John Baker in Old Bennington.

Charles A. Maurer and A. R. Von-Dette, each with a car full of passengers, motored to Hedges Lake Friday.

Ladies' and children's white canvas shoes and oxfords greatly reduced at the New York store's shoe department. Adv.

Miss Julia Brazil left Thursday to spend a two weeks' vacation with Miss Hazel Kelley, a former resident, in Winsted, Conn.

William Heffernan of Hoboken, N. J., arrives today at the home of B. A. Quinn for a stay of two weeks. His sister, Miss Ethel Heffernan, has been in Bennington the larger portion of the summer.

Miss Helen Murphy, daughter of Mrs. Martin Murphy of Old Bennington and Edward Sullivan of Troy were united in marriage Wednesday, August 1, in St. Patrick's church, Troy by Rev. P. H. Doherty.

Hope A. Lyon of Northfield, Minn., arrived Thursday evening to spend a month's vacation with her parents, Mr. and Mrs. F. E. Lyon of Harwood hill. Miss Lyon is principal of Miss Laura Baker's private school in North field.

The Second Congregational church, Rev. G. S. Mills, minister, cordially invites the public to its services tomorrow. Morning worship at 10:30. Theme of sermon, "Carrying On." Sunday school at 12 o'clock.

Isaac Mathers, Jr., of the Fourth United States artillery now stationed at Syracuse is at his home on a ten days leave of absence. The battery was recently moved to Syracuse after a service of two years on the Mexican border.

When the store closes tonight the annual July clearance sale at Joe Levin's ends. This sale has been in progress for 14 days and has saved many dollars for people of Bennington and vicinity who have taken advantage of the remarkable price reductions. The store outfits every member of the family from head to foot and bargains offered are in staple goods of the highest quality. Any needed article in clothing, for men, women and children, furnishings and footwear will be found in stock priced at figures that cannot be cut under by any merchant in southern Vermont. Tonight is your last opportunity to obtain some of these unprecedented bargains. Can you afford to let it pass? Adv.

NORTH BENNINGTON

Miss Della Spencer of Cohoes, N. Y., was in town this week.

The North Bennington band gave two concerts in the park this week, on Tuesday and Friday evenings.

The Misses Margaret and Sarah Himes of Albion, N. Y., were guests this week of their niece, Mrs. Hiram White.

Dr. Leonard of Troy Conference academy at Poultony will preach at the Congregational church Sunday, Aug. 5.

Mrs. W. R. White and daughter, Florence, have returned from several days outing at Round Lake, Saratoga and Lake George.

Mrs. Anna E. Lee of Hoosick Falls, N. Y., who has been spending two weeks with Mrs. E. F. C. Mosher, returned home Thursday.

Henry Spencer motored to Hedges Lake Sunday, accompanied by Mrs. Josephine Brundage, George Parker and Mr. and Mrs. H. S. Phillips.

Miss Hope Lyon, teacher in a private school in Northfield, Minnesota, arrived in town Thursday for a month's vacation with her parents, Mr. and Mrs. Frank Lyon.

The Senior Pathfinders will give a lawn social, next Tuesday evening, at the Baptist parsonage. There will be booths where ice cream and cake will be on sale and music will be furnished by an orchestra.

Word has been received here of the birth, July 16, of a son, Clarence Albert, to Mr. and Mrs. Clarence Webster of Windsor. The parents were former residents of this place. Mrs. Webster before her marriage, being Miss Cora Reynolds.

ONE WEAK SPOT

Many Bennington People Have a Weak Part and Too Often It's The Back

Many people have a weak spot. Too often it's a bad back. Twinges follow every sudden twist. Dull aching keeps up, day and night.

Backache is often from weak kidneys. In such cases a kidney medicine is needed.

Doan's Kidney Pills are for weak kidneys.

For backache and urinary ills, Bennington people recommend the remedy.

John Ryan, 207 Depot St., Bennington, says: "I suffered from backache which bothered me mostly when I got up from a chair or in the morning. On a friend's advice I took Doan's Kidney Pills and my back is just as good today as ever. I recommend Doan's Kidney Pills as a kidney medicine very highly. I procured Doan's Kidney Pills at Gokay's Drug Store."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Ryan had. Foster-Milburn Co., Props., Buffalo, N. Y.

Home Cookery

Peach Flavored Custard.
Boiled custard flavored with peach leaves is delicious. When the custard has reached the boiling point hold a few clean peach leaves in it for a few minutes.

Gooseberry Bounding.
Two cups of gooseberries, two cups of dried stale bread, a cupful and a half of sugar, two tablespoonfuls of butter, a pinch of salt. Remove the blossoms and stems and cut the gooseberries in halves. Brush a baking dish with butter and put alternate layers of bread crumbs and sugar—three of bread crumbs and two of berries and sugar. Put a cover on top, cover and steam for an hour. Uncover and put in a moderate oven for an hour.

Hash Croquettes.
Two cupfuls of ground meats, a small onion, a tablespoonful of powdered sage, a tablespoonful of fine breadcrumbs, two eggs well beaten and salt and pepper to season. Mix all together well, if too dry add a few drops of sweet milk. Mold into cakes, roll in flour and fry in deep hot fat. Drain and serve at once.

Peach Cake.
Cream one cup of sugar and one rounding tablespoon of shortening, add yolk of one egg, one-half cup of milk and one-half cup of water (the water makes it much fluffier), two teaspoonfuls of baking powder, a very little vanilla and enough sifted flour to make a moderately thin batter. Stir good and bake in layers in quick oven. Put together with the following: White of one egg, unbeaten; one cup of sugar and the pulp of one good sized, mellow peach. Beat fifteen minutes.

Biscuits Without Shortening.
Into two cupfuls of buttermilk put half a teaspoonful of soda, beat till light and foamy, add half a teaspoonful of salt, a quart of flour, a teaspoonful of baking powder, sifting all together. Mix with a spoon, put on floured board, roll out and cut. Bake in a moderate oven twenty to twenty-five minutes.

Save the Early Crop of Beets For Next Winter

Now is a good time for garden owners in many sections who have more beets of the early crop than they can eat in the fresh form and an abundance of glass jars and tin cans to can baby beets, says the United States department of agriculture.

Grade for size, color and degree of ripeness. Wash thoroughly; use vegetable brush. Scald or blanch in hot water sufficiently to loosen the skin. Dip quickly into cold water. Scrape or pare to remove skin. Pack whole vegetables, slices or cross section pieces in hot glass jars or tin cans.

Add boiling hot water until full. Add a level teaspoonful of salt to quart. Place rubbers and tops of jars in position, partially seal, but not tight. Cap and tin cans completely. Place on false bottom in a vessel of hot water which just covers the containers. Sterilize at boiling temperature in hot water bath canners for ninety minutes.

If the early crop of beets is abundant, but jars or cans are not available, the surplus young beets may be dried for winter use.

Select young, quickly grown, tender beets. Wash, peel raw, slice about an eighth of an inch thick and dry over a stove, before an electric fan or in the sun. The dried product may be packed in paper cartons, in paraffined paper bags, baking powder or coffee cans, or other containers which will exclude moisture and insects.

War Food—Tea

TEA WAS FIRST DISCOVERED BY CHINESE MONKS AND NATURALIST MOUNTAIN MEN. IT WAS A LARGE LEAFY PLANT AND HAD TWO PUT IN BOOBY.

CHINA BLACK TEA IS A TEA PLANT. IT IS AN EXTENSIVE IN VERY RICH SOIL.

CEYLON TEA COMES FROM THE FAR EAST AND IS EASILY DISTINGUISHED FROM OTHER TEAS BECAUSE THE PACKAGE ALWAYS HAS A SEAL ON IT.

DRY PUTTING A TEASPOONFUL OF TEA AND SUGAR FOR A FEW SECONDS YOU WILL HAVE A LITTLE MILK IN A CUP OF TEA.

CEYLON TEA IS EXCELLENT TEA, BUT IF YOU HAVE VERY LITTLE TEA, YOU CAN GET A FEW MORE BY PUTTING A TEASPOONFUL OF TEA IN A CUP OF TEA.

THE MAJORITY OF SOCIETY WOMEN AND SUPERIOR MEN USE TEA. IT IS USED IN THE HOUSEHOLD AND IN THE OFFICE. IT IS USED IN THE HOUSEHOLD AND IN THE OFFICE.

The Golden Mean

GRANT SIX \$875

THE GRANT SIX is a good example of the golden mean in motor car designing. In size, for instance, it is neither so big that it dwarfs its occupants, nor so small that it lacks dignity.

In weight the GRANT SIX is neither unduly light nor unnecessarily heavy. Probably no other car has more successfully achieved strength and sturdiness without an ounce of superfluous material.

GRANT SIX has power beyond what is ordinarily considered ample

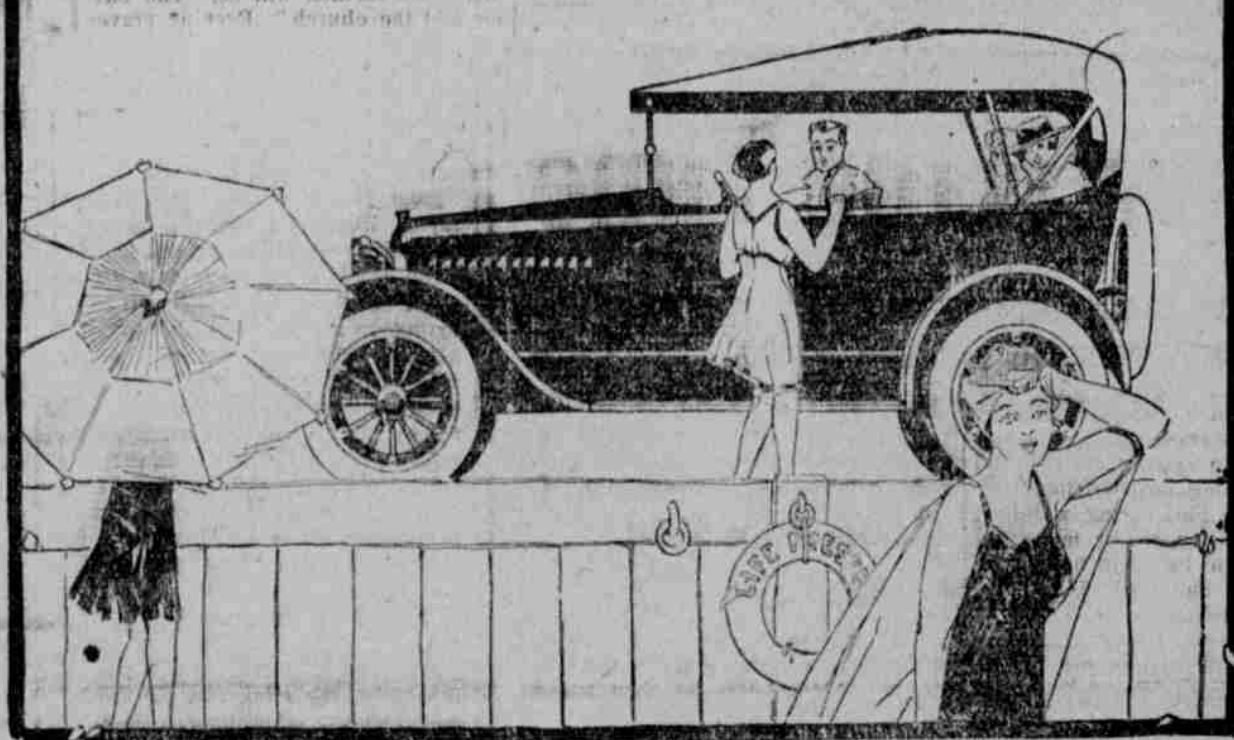
for a car of its size—yet not more than one or two of the very smallest cars surpass it in economy and no car of its class does so. GRANT SIX owners average 20 miles to a gallon of gasoline, and 900 miles to a gallon of oil.

The GRANT SIX at \$875 combines size, beauty, comfort, power, economy and proved dependability. No other car at near its price gives so much—and even at much higher prices you will not find in any one car all of the desirable features you get in the GRANT SIX.

Before You Buy Any Car—Compare GRANT SIX

Walter B. Taylor & Co.
BENNINGTON, VT.

GRANT MOTOR CAR CORPORATION, CLEVELAND



PRANKS BIG SHELLS PLAY.

Curious Effects of High Explosives Used in Modern War.

The explosive force of the big shells used in modern war has produced many curious effects. In some cases these effects have been to deprive men of the power of speech, in others to restore it. In the same way hearing has been lost and also regained, while sight has been suddenly banished and as suddenly brought back.

But one of the most astonishing effects of all was that narrated by a French captain. It occurred while he was occupying an observation post in a tree. An eight inch shell happened to explode immediately beneath him, with the result that the displacement of the air hurled him clean out of the tree. It also knocked him senseless for a few moments, and when he came to himself he made the startling and disconcerting discovery that it had stripped him of his breeches, vest and tunic, leaving him, as he put it, "as bare as a worm."

Another soldier described the freak of a shell of which he was the victim. It exploded several yards away from him without doing him any harm. But it blew his overcoat from his back, and when he picked the garment up it was minus all the buttons.

The eccentricity of another shell was sworn to by a trooper, who was certainly a very close observer. He was standing between two horses when the projectile burst close by, killing both animals, but not injuring the trooper in the slightest.

THE GOLDEN RULE.

There are many ups and downs in this world of ours. That which has happened to one may happen to every man, and therefore in every act of our lives that excellent rule should govern us: "Whatever ye would that men should do unto you, do ye also unto them."

Preserves the skin and complexion indefinitely. Retains the Beauty of Youth when youth is but a memory. Your appearance will always be the wonder of your friends if you use

Gouraud's Oriental Cream

Sent 10c. for Trial Size
YERD T. HOPKINS & SON, New York

Thackeray's Mistakes.

Thackeray probably wrote the prettiest and most legible hand of any distinguished author. But the master of the elegant and most flexible style in English fiction occasionally made careless and irritating slips. He wrote "different to" which is a common and quite unaccountable mistake, and "compare to" which is as bad. No one would think of saying or writing "compare this to that," yet you find "compare to" in print every day in the week. And he also fell into the common error of making the surname plural instead of the prefix—the "Miss Potters," for instance, in "The Newcomes," instead of the "Misses Potter."

—London Standard.

It is believed that more fish are found off the Grand Banks of Newfoundland than in any other part of the world.

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